

## **IN THE CLAIMS**

Please replace claims 1 and 12 with amended claims 1 and 12 as follows:

1. (Currently Amended) A unified shared business application system, comprising:

    a unified portal for authenticating and authorizing user preferences and restrictions;

    an enterprise function module, for providing a common customer identifier (CCI) for users associated with a plurality of business channels of a plurality of enterprises, wherein said enterprise function module associates a CCI associated with each enterprise to each user accessing said unified portal;

    an integrated business applications system for integrating a plurality of business applications across products and services, said integrated business applications being responsive to authorized user selections of at least one business application from said unified portal; and

    a database warehouse for storing information associated with said business channels of said plurality of enterprises, each user, and said products and services.

12. (Currently Amended) A method of unifying and sharing business applications with respect to a user of a business channel, comprising:

    authenticating and authorizing, at a unified portal, user preferences and restrictions in response to a user request for access;

    providing, at an enterprise function module, a common customer identifier (CCI) for users associated with a plurality of business channels of an enterprise, wherein said enterprise function module associates a CCI to each user accessing said unified portal;

    integrating, in response to a user selection of a business application, information associated across a plurality of business applications with respect to products and services, said integrated business applications being responsive to

authorized user selections of at least one business application from said unified portal; and

storing, at a database warehouse, information associated with said business channels, each user, and said products and services.